

Complete Digital Marketing Course - 23 Courses in 1

Learn Digital Marketing to grow your business: Social media marketing, Facebook, SEO, YouTube

Promo amount \$19.99 actual value \$200

What you will learn

- You will learn the best digital marketing strategies that work in the practice
- You will create an irresistible brand identity and increase your target audience, fans, clients and followers on social media
- You will learn to master social media marketing using all the most popular social media platforms to expand your business
- You will increase your email list, website traffic, the number of followers on social media
- You will see real results by putting into practice and completing the tasks we have throughout the course
- You will increase conversions and sales with strategies that work in the real world

Requirements

- No prior knowledge of marketing or digital marketing is necessary.
- You must be ready to act, implement, and see results real!
- The desire to dominate social media and digital marketing

Description

You are looking for a complete digital marketing course that will teach you everything
What do you need to become an expert and master in digital marketing?

You found the perfect digital marketing course!

With the skills and strategies that you will learn here in our course complete digital marketing, you will be able to:

- GROW your own business**
- To get an excellent job in the digital marketing sector**
- HELP your clients to grow and expand their businesses**

We want to help you grow your business with social media marketing, content marketing, email marketing and much more!

We are committed to doing everything possible to help you MASTER all these digital marketing & social media marketing strategies:

1. **BRANDING**
2. **WEBSITES**
3. **EMAIL MARKETING**
4. **BLOGGING**
5. **COPYWRITING**
6. **SEO (Search Engine Optimization like Google)**
7. **YOUTUBE**
8. **VIDEO MARKETING**
9. **FACEBOOK - BUSINESS PAGES**
10. **FACEBOOK - GROUPS**
11. **FACEBOOK - ADS**
12. **FACEBOOK - RETARGETING**
13. **FACEBOOK - FOR LOCAL BUSINESSES**
14. **GOOGLE - ADVERTISING**
- GOOGLE ANALYTICS**
16. **TWITTER**
17. **INSTAGRAM**
18. **PINTEREST**
19. **LINKEDIN**
20. **PERISCOPE**
21. **LIVE BROADCAST ON SOCIAL MEDIA**
22. **PODCASTING - PODCAST CREATION**
23. **QUORA**

Most of the tools and strategies that we recommend and teach in the course is completely free!

WHAT DO YOU RECEIVE WHEN YOU ENROLL IN THE COMPLETE DIGITAL MARKETING COURSE?

Lifetime access to the course and future updates

Customized support and answers to all your questions and doubts

Official Master's Certificate in Digital Marketing from Udemty - that you can include in your curriculum

Money-back guarantee in the first 30 days - if you don't like the course you can request a 100% refund of your investment

BONUS OF THE DIGITAL MARKETING COURSE

Download the Checklist (strategy lists) to take the course and learn in the way correct

Download the complete guides to help you master each subject and apply the strategies in your marketing

Case Studies, to demonstrate the backstage of our marketing strategies

WHO ARE THE INSTRUCTORS?

The perfect thing about this course is that you have two teachers! Phil Ebiner and Diego Davila have used these same digital marketing strategies to grow their own businesses to over \$1 million dollars.

With more than 950,000 students, Phil and Diego know what it takes to help the beginners learning complicated digital marketing skills. They combined techniques and strategies taught in many of their other best-selling courses and gathered all of this with this complete digital marketing course.

GET READY TO PUT INTO PRACTICE!

Throughout the course, you will be applying the strategies in your own business!
Consequently, your business will grow more and more each day.

You will learn the perfect techniques and strategies in each section. Then you will see how
These strategies are used in the real world with case studies. Finally, you are going to
put into practice and see real results!

THE TIME HAS COME TO START USING DIGITAL MARKETING AND SOCIAL MEDIA MARKETING
SOCIAL MEDIA TO GROW YOUR BUSINESS AND PERSONAL BRAND!

If you are a beginner and have never heard about these topics before, or if you already use some
from them, now is the perfect time to start.

Sign up now and let's master digital marketing and start using it to grow.
exponentially their businesses!

Who is this course for?

Business owners, entrepreneurs, company owners, bloggers, YouTubers, fans of social networks
social

People who have a website and want to increase traffic, conversions, and sales.
with the help of digital marketing

Business owners who wish to use digital marketing (social media, marketing of
content, YouTube, and many other strategies to expand their businesses

Anyone who wants to do their personal marketing - and does not want to spend money

Course content Contraertodo 242 classes 20:52:33

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Introduction

Welcome to the Complete Digital Marketing Course

02:41

Download the Complete Guide to Digital Content Marketing

00:09

Course Guide - Where to start?

01:04

How to obtain your Professional Certificate in Digital Marketing

02:40

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Defining your business and your audience

Download: Defining your business and your audience

00:11

Defining your purpose

Preview

08:42

Case Study: 5 examples of brand purposes

07:20

Positioning your brand

Preview

07:06

Case Study: Positioning Statements of Amazon and Harley Davidson

04:30

Defining Your Business 3 Questions

Unique Selling Proposition

04:44

Case study: Unique selling proposition

04:17

Personality: What is yours?

03:23

Case Study: 8 brands that showcase their personality

07:32

Finding your audience

08:02

Where is your public objective?

3 questions

ACTION ITEM: Where is your audience?

00:16

Case Study: Phil Ebiner's Students

01:08

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Brand Identity

Introduction to Brand Identity

02:10

Case Study: 3 companies with excellent brand strategies

09:01

Creating Your Brand Identity - Colors

07:51

Creating Your Brand Identity - Sources

05:43

Creating Your Brand Identity - Photos and Graphics

04:47

Links to all the recommended tools in this module

00:20

Quick Photoshop Tutorial

26:10

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Web Sites

Introduction to the Module

03:30

What is a Domain, and what is Web Hosting?

03:57

Tips for choosing your domain

05:49

Tips for choosing your Domain

00:21

Tools to check if your domain is available

06:10

Subscribing to the hosting service of Hostgator

08:01

Accessing the Hostgator Control Panel

04:11

Changing the password and the language of the Hostgator panel

04:08

Installing WordPress on the Hosting

05:17

Overview of WordPress and changing the language to Spanish

02:11

What is a WordPress Theme?

05:51

Installing a new WordPress Theme

04:29

Creating a Static Home Page

07:55

Editing a page and changing the Website Title

7:12 PM

Adding and Editing Menus

11:43
Writing a new post and organizing your blog

15:33
Defining a Main Image in your articles

01:23
Showing only summarized content in the Blog

01:32
Customization of the sidebar of your Website

05:51
Changing the icon of your Website - Favicon

03:32
Customizing the Footer Information

06:10
Finding, installing, and activating WordPress plugins

04:26
Protecting your website against invaders and hackers

04:35
Optimizing your Website for SEO

08:25
Making your website faster

07:34
Google Analytics in WordPress

06:39
Comments for your Website with Disqus

04:25
Adding Social Media Buttons

06:38
What pages should you create on your website?

07:59
Adding your logo on the homepage

03:21

Creating the page 'Who we are'

05:56

Creating the 'Contact' page

07:39

Creating an optimized homepage!

08:05

Installing the SSL certificate on your website

06:40

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Email Marketing

Introduction to the module with Diego Davila

01:06

Sales funnel with optimized Email Marketing

06:51

Email marketing tools

04:09

Creating a Lead Magnet

07:24

Action item: Plan your Lead Magnet

Adding opt-in forms to your website

05:34

Segmenting and tagging your audience

05:10

Creating an email sequence

1:06 PM

Increase email open rates with optimized subject lines

03:54

Using reports to analyze its success

07:05

Case Study: how Phil gained more than 100 new sign-ups in less than 1

05:32

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Copywriting & Blogging

Basic notions about copywriting

01:42

What are the advantages of a Blog?

06:30

A.I.D.A.

Preview

10:18

10 commandments of Copywriting

10:16

How to write quality articles

06:54

Improving the SEO of your Website

06:06

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YouTube Marketing

Introduction to YouTube Marketing

Preview

07:37

Define the objectives of your YouTube channel

Preview

04:41

Types of Videos for Marketing

04:19

Case Study: Diego Davila's Sales Funnel on YouTube

08:39

SEO: Display Time vs Views

04:44

Keyword search for YouTube

05:52

Creating your YouTube channel

06:12

Adding graphics to your Channel

08:16

Creating the main Banner for your YouTube Channel

08:38

Adding the description of your Channel

06:17

Customizing your Channel Layout

06:43

Adding a Trailer to your YouTube channel

05:34

Action Item: Create your YouTube Channel

00:11

Optimizing the main page of your YouTube channel

07:33

Linking other channels on the main page

01:52

Completing the verification of your YouTube Channel

02:46

Activating extra options to give more strength to your channel

05:38

Saving time with YouTube's Default Uploads

06:07

Adding your branding to your channel and in all the videos

05:01

Setting advanced options on your YouTube channel

04:23

Adding Cards and End Screen on YouTube

06:38

Increasing the number of subscribers to your channel by 400%

02:42

YouTube Analytics

02:18

Free music for your YouTube channel and videos

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Analyzing competitors with Social Blade

02:10

Finalizing Marketing on YouTube

00:47

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Video Marketing

Introduction to the module by Diego Davila

00:46

Basic Concepts of Video Marketing

03:36

Video equipment for beginners

08:28

Tools to help you produce a professional video

04:01

Optimizing your video to sell any product

04:19

Introduction to the Video Production Workshop

01:04

Necessary elements to produce an optimal video

03:17

Creating the right video for your brand

02:47

Creating a story for your video

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Planning your video

03:30
Introduction to video equipment

01:34
Choosing the Camera

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Choosing the Microphone

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Video lighting

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Video Editing Tools

02:11
Exhibition of your video

05:25
Correct composition of your video

04:25
Filming in selfie mode

01:09
Capturing the right video

03:43
Choosing a background for your videos

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Setup of Phil's office

02:54
Filming with a smartphone

05:10
Choosing the right microphone

03:21
Recording optimal audio in any environment

01:27
Basic Video Lighting: 3 Point Setup

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Facebook - Business Pages on Facebook

Introduction to Marketing Modules on Facebook

Preview

01:15

Why Facebook pages are important for your business

01:56

Examples of Facebook pages for businesses

05:43

Creating an optimized Facebook page

09:44

Choosing the username for the page and URL

04:13

Optimizing your Facebook page

04:54

Creating the main image for your Facebook page in an optimized way

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Creating your Facebook Page 1 question

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Facebook - Facebook Groups

Why Facebook groups?

03:57

Creating a Facebook group for your clients and fans

05:29

Create your group on Facebook

1 question

Facebook Group Settings

07:48

Approving members and posts

02:04

Growing and Monetizing your Facebook group

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Facebook - Facebook Ads

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Introduction to Facebook Ads

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Introduction to Facebook Ads Manager

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Payment settings for your Facebook ads

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Creating your target audience on Facebook

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Using Facebook statistics to learn more about your audience

04:41

Level 1 - Creating the post for the advertisement

08:56

Level 1 - Promoting your post

06:33

Level 2 - Choosing your marketing objective

07:26

Level 2 - Creating your ad in the Ads Manager

3:06 PM

Remove your ad approved by Facebook

01:40

Analyzing the results

05:03

Creating your first ad on Facebook

1 question

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Facebook - Facebook Retargeting

What is Facebook Retargeting and why is it important for your business

03:53

Creating your pixel on Facebook

03:22

Installing the Pixel on your website

04:46

Checking if the Facebook Pixel is working correctly

03:54

Installing the Pixel on your website

1 question

Creating your advanced custom audience with the Facebook pixel

14:05

Message "Your audience is very small"

01:12

Creating your ad with the Facebook pixel

09:49

Creating your ad with the Facebook pixel

1 question

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Facebook - Facebook for Local Businesses

How Facebook ads can help you if you have a local business

01:15

Creating the target audience and the advertisement for your local business

12:19

Creating an ad for your local business

1 question

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Google Adwords

Google Adwords for your business

Preview

01:18

Example of ads we are creating (and where the ads appear)

06:57

Creating your Google Adwords account

03:32

Exploring the Google AdWords interface

04:35

How to find the best keywords for your business?

08:21

How to create a search campaign in Google Adwords?

09:03

Creating an ad group and adding keywords

01:51

Finalizing your Google Adwords announcement

05:57

Managing and analyzing your campaign

02:03

Your next steps...

01:42

Creating your ad in Google Adwords

1 question

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Google Analytics

Introduction to Google Analytics

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Overview of Google Analytics

06:22

Installing Google Analytics on your website

04:54

Getting to know your target audience better with Google Analytics

07:00

Finalizing the Google Analytics module

01:53

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Twitter

Why Twitter and how it can help you grow your business

Preview

02:17

4 Tips for Choosing Your Name on Twitter

03:33

Choosing the best user

03:46

Creating your account on Twitter

03:08

Case Study: Creating a powerful and optimized profile on Twitter

07:56

Changing your username

01:28

Choosing your profile photo and header photo

05:05

Writing an optimized Twitter biography

07:27

Writing your optimized biography for Twitter

1 question

Highlighting the most important Tweet for your audience

02:57

Putting Twitter buttons on your website

06:20

Ads on Twitter - Creating your ad account

04:45

Your next steps in Twitter marketing

02:28

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Instagram

Why Instagram and how can it help your business grow

02:44

Creating your account on Instagram

03:57

Turning your profile into a Business or Commercial profile

04:42

Choosing an optimized Handle or user

04:01

Adding informational about your company, Categories, contact, etc.

04:46

Optimizing your profile picture

04:37

How to create a super bio for your Instagram profile

15:33

Creating and optimizing your Instagram account

1 question

Formula to create irresistible content on Instagram

Preview

1:41 PM

6 Ways to create viral content on Instagram. What to post?

10:36

Introduction to Instagram Stories

02:17

Examples of Top Stories on Instagram

06:48

Instagram Stories settings

05:28

Creating your optimized Instagram Stories

04:14

Powerful Call to Action (CTA) in Instagram Stories

05:54

Creating your Instagram Stories

1 question

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Pinterest

Why Pinterest and how can it help you grow your business

03:37

Creating a business account on Pinterest

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Associating Pinterest with your website to obtain a verified account

05:42

Case Study: Big brands with optimized profiles on Pinterest

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Optimizing your profile on Pinterest

05:23

Creating Dashboards

06:38

Creating Boards on your Pinterest profile

1 question

Using Secret Boards

03:27

The powerful notifications of Pinterest

01:37

Your next steps for marketing on Pinterest

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LinkedIn

Welcome to marketing on LinkedIn

01:24

Setting up your LinkedIn account

05:54

Adding Experience, Skills, Achievements to your LinkedIn profile

08:22

Adding a cover photo to your LinkedIn profile

06:04

Adding media (video, photos) to your LinkedIn profile

05:42

Changing your LinkedIn URL

04:15

Adding your website to LinkedIn

04:44

Adding a second language to your LinkedIn profile

04:30

Creating content to share on LinkedIn

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Case Study: Examples of Company Pages on LinkedIn

07:58

Creating a company page on LinkedIn

06:28

Frequently Asked Questions about LinkedIn Company Pages

00:05

Activating the \$50 ad credit bonus on LinkedIn

02:22

Creating and optimizing your LinkedIn profile

1 question

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Periscope

What is Periscope?

01:07

Creating your account on Periscope

02:14

Optimizing your profile on Periscope

05:52

Live and direct from Periscope

06:44

4 tips to improve the results of your live session

04:35

Using your sessions on other social networks

02:00

We are going to have a live session on Periscope.

1 question

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Podcasting

Introduction to the module by Diego Davila

00:33

How the Podcast can produce better results in your marketing

03:11

Tools to create your Podcast

06:41

Hosting your podcast on Libsyn

07:27

Adding Tags to your MP3 with the ID3 Editor

03:16

Publishing your Podcast on iTunes

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Validating your Podcast feed

00:57

Outsourcing the basic tasks of your Podcast

02:17

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Live Streaming on Social Networks

Using live sessions to expand their businesses

01:37

Recommended equipment for live streaming

08:01

6 Tips to Optimize Your Live Session

08:21

Monetizing your live session

04:38

Starting a live session!

1 question

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Quora

Why use Quora?

02:57

Finding and optimizing your answers on Quora

03:20

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Congratulations!

02:25

Congratulations!

02:12

Extra Class

00:13